BACHELOR IN HOTEL MANAGEMENT (BIHM)
Term-End Examination
June, 2016

BHY-028 : PRINCIPLES OF MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

Note :   (i)   *Attempt **any five** questions.*

        (ii)   *All questions carry **equal** marks.*

1. Discuss the nature and levels of management.   **20**

2. Write a note on the change in the management **20** thoughts and philosophies over the years.

3. What is the importance of planning in an **20** organisation ? Discuss the steps and levels of planning in context to hospitality business.

4. What are the various types of organisations **20** existing in the hospitality industry ? Which type of organisation would you recommend for a small establishment ? Why ?

5. Write short notes on **any two** of the following :
   (a) Management Vs Administration   2x10=20
   (b) Centralisation Vs Decentralisation
   (c) Responsibility Vs Accountability

6. What do you understand by directing ? Also **20** explain the nature and characteristics of directing.

7. What are the different styles of Leadership ? **20** Which Leadership style is most suitable for the hospitality industry ? Why ?

8. What is the inter - relationship between job **20** analysis, job design, job description and job evaluation ? Explain with the help of suitable examples.

9. Define morale. What do you understand by **20** morale incentives ? Explain with the help of suitable examples.

10. Write short notes on **any two** of the following :
    (a) Staffing   **2x10=20**
    (b) Training
    (c) Herzberg's hygiene motivation theory

———————